

1. How will small cities be able to participate with large counties?

We understand that there are scores of change agents working to deliver quality Supplemental Nutrition Assistance (SNAP)-Education programming at different levels across California's uniquely diverse populations. For this special funding we are attempting to foster a spirit of collaboration. The funding is available only to County Welfare Departments (CWDs), therefore, we encourage small cities who are interested in this opportunity to work with their County Nutrition Action Partnership coordinator to discuss ideas and potential areas of collaboration. We only have the authority to pay CWDs.

2. Can you inform us on what allowable costs will be?

Allowable costs are dependent on the type and scale of the campaign that is selected by the county. The one-time *ReThink Your Drink Event-in-a-box* may have different costs than the *Get More at the Farmer's Market* campaign. This is a separate funding source from the CalFresh admin allocation. The CDSS will address allowable costs based on the proposals it receives. Radio, television and billboard costs are unallowable if used to encourage SNAP application, but are allowable for listing available EBT retailers (refer to [Title 7 Code of Federal Regulations 277.4\[b\]\[5\]\[iii\]](#) for the applicable guidance).

3. The webinar refers to a Letter of Intent (LOI) being submitted with the application. The application does not request an LOI, nor is it mentioned on the website. Does a LOI need to be submitted? If so, how should we submit this to CDSS?

The Letter of Intent is essentially your application. We attempted to make this process as easy and simple as possible. The online application serves as your letter of intent.

4. Is this a grant or an allocation?

This funding source is similar to a grant. The funding for the Healthy CalFresh Initiative is a one-time funding source separate from the CalFresh admin allocation.

5. Are there any deliverables due to CDSS following the conclusion of the event, beyond success stories and pictures? Number of attendees, target populations, etc.

No. A simple-to-use template for counties to share deliverables/success stories will be provided before June 30th 2018.

6. Are there any state letters or literature regarding this initiative, beyond the material provided in the webinar?

No. An award/approval letter will be sent after applications are reviewed. The letter will contain a special funding program code to be used to claim allowable costs for reimbursement. There are no additional documents or letters associated with this initiative.

7. Is the county allowed to transfer the funds received for the initiative to another county department that we partner with? For example, we are considering partnering with our Public Health department for the Rethink Your Drink campaign and would like them to possibly provide subject matter experts (nurses, dieticians, etc.); however, we would need to provide them funds for expenses (staffing, materials).

The funding is only available to CWDs, who will use the existing County Expense Claim (CEC) process to receive the money. To the extent that your county has a mechanism in place to pay another county agency for work completed on this initiative in advance of receiving reimbursement from CDSS via the CEC, it would be

permissible. A contract or MOU must be in place between agencies, as well as compliance with subrecipient monitoring requirements.

- 8. Exactly how is the \$25,000 to be spent? Are the aforementioned marketing print materials for each of the campaigns readily available from CDSS for counties to utilize for the campaigns/initiatives? Or are we to use the funding awarded to print these materials ourselves?**

Please refer to the tools, technical assistance, and resources that are available for each campaign. They can be accessed [here](#). Funding should be used to cover materials, personnel, and administrative costs associated with running the campaign(s) that your county selects.

- 9. The webinar states that funding award can be used towards “a mix of activities, materials, and staff time to execute the provided campaigns.” To be clear, this means the funding can be used to compensate staff of agencies whom we decide to partner with to conduct outreach and run these campaigns?**

Funding can be used to pay for costs associated with running the selected campaign(s), but is limited to administrative and service costs that would normally be allowable on the CEC. To the extent that your county has a mechanism in place to pay a contractor for completed administrative work and claim the money on the CEC using the PC for this initiative, it would be allowable. A contract or MOU must be in place between agencies, as well as compliance with subrecipient monitoring requirements.

- 10. Are there any restrictions to how the funding can be used?**

County administrative expenses and services associated with the execution of the Healthy CalFresh Initiative(s) can be claimed on the CEC using the special program code (PC) designated in the award letter. The PC will only be available for the June 2018 quarter claim. Claims will be subject to the same fiscal review/audit, record retention, adjustments, claim submission, and cash claiming requirements as any other expenditures run through the CEC.